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[ijirset@gmail.com](mailto:ijirset@gmail.com)

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# Analysis on Marketing Mix Optimization of Agrochemical Products in Emerging Markets

**Amrut Patil, Dr. Rajendra Jarad**

Department of MBA, Dr. D. Y. Patil Institute of Technology, Pimpri, Pune, India

**ABSTRACT:** This research examines the impact of marketing mix (4Ps: Product, Price, Place, and Promotion) on the effectiveness of product promotion and operational challenges within Best Agrolife Limited, a leading player in India's agrochemical sector. The study focuses on emerging markets, where the company's strategic use of innovative product development, competitive pricing, and localized promotional efforts contributes to its success. Utilizing both qualitative and quantitative methods, including customer surveys and secondary data, the research highlights how marketing mix elements drive customer satisfaction, sales growth, and market penetration.

The analysis provides an overview of India's agrochemical industry, emphasizing its evolution, growth drivers, and emerging trends like bio-based solutions and integrated pest management. Best Agrolife's role in this landscape is discussed, showcasing its commitment to R&D, quality assurance, and sustainability. Key findings indicate that enhanced promotion and improved distribution strategies are critical for boosting sales and customer satisfaction. The study concludes with recommendations for increasing promotional activities and expanding distribution networks to maintain competitiveness and foster growth.

This research contributes to the theoretical understanding of marketing mix strategies and offers actionable insights for practitioners in the agrochemical sector, addressing the unique challenges of emerging markets.

**KEYWORDS:** Marketing Mix, 4P, Price, Place, Product, and Promotion.

## I. INTRODUCTION

### 1.1 Industry Profile

India is a global leader in agrochemical production and consumption, with the sector supporting 18% of GDP and employing over half the workforce. The industry's growth has been fueled by population pressures, modern farming adoption, and initiatives like the Green Revolution. By 2023, the Indian agrochemical market was valued at \$7.5 billion, growing at 8-10% annually.

#### **Best Agrolife Limited's Role**

Best Agrolife has emerged as a key player, offering innovative, cost-effective solutions such as herbicides and fungicides. By balancing affordability and innovation, the company has captured significant market share, particularly in rural areas.

#### **Growth Drivers**

Key drivers include rising food demand, reduced arable land, and government programs like Atmanirbhar Bharat. Challenges include environmental concerns and regulatory pressures, leading to a focus on bio-based and sustainable agrochemicals.

#### **Future Outlook**

The Indian agrochemical market is projected to grow at a CAGR of 6-7%, reaching \$12 billion by 2032. Innovations in digital agriculture and sustainable practices will shape the industry's trajectory. Best Agrolife is well-positioned to expand its domestic and international presence while addressing emerging challenges.

### 1.2 Company Profile

Established in 1992 and headquartered in New Delhi, Best Agrolife Limited (BAL) is a leading player in India's agrochemical sector. The company specializes in manufacturing and marketing crop protection solutions, including insecticides, herbicides, fungicides, and plant growth regulators (PGRs), with a growing presence in international markets.

### Products and Innovations

BAL offers a comprehensive product range to enhance agricultural productivity:

- Insecticides: Protect crops from pests.
- Herbicides: Effective weed management.
- Fungicides: Control fungal diseases.
- PGRs: Boost plant growth and yield.

Significant R&D investments focus on sustainable and advanced formulations tailored to meet farmers' needs and global standards.

### Quality and Reach

BAL ensures product safety and effectiveness through ISO-certified facilities and strict quality control. A robust distribution network efficiently serves farmers across India and emerging markets.

### CSR Initiatives

BAL is committed to sustainable agriculture, rural development, and environmental conservation through farmer training and community programs.

### 1.3 Promoters

The promoters of Best Agrolife Limited play a significant role in shaping the company's strategic direction and overall growth.

**1. Vimal Kumar:** A key promoter and director of the company, Vimal Kumar has been instrumental in driving the company's expansion. His leadership has been pivotal in the company's strategic moves, particularly in its research and development initiatives and the broadening of its product portfolio.

**2. Mridul Aggarwal:** As another major promoter, Mridul Aggarwal has contributed significantly to the operational and business development aspects of Best Agrolife. His efforts have been focused on increasing the company's footprint in both domestic and international markets.

**3. Ankur Aggarwal:** Also a prominent promoter of Best Agrolife Limited, Ankur Aggarwal has played an essential role in financial management, investments, and ensuring that the company stays competitive in the agrochemical industry through innovative and sustainable practices.

**Founders and Leadership:** The company was founded by a group of entrepreneurs with extensive experience in the agrochemical industry. The leadership team is focused on innovation, sustainability, and growth.

**Investor Background:** The promoters have a strong background in the agrochemical industry and have played a pivotal role in the company's growth and strategic direction.

### 1.4 Vision, Mission & Quality Policy

**Vision:** To emerge as an icon for **Growth, Technology and Innovation** through a research-oriented and farmer-centric approach.

**Mission:** To brace agriculture by providing the 'Best' products & 'Best' business practices to stimulate and execute agriculture solutions.

**Quality Policy:** The company adheres to strict quality standards in all aspects of production, ensuring the safety and efficacy of its products. Best Agrolife is ISO-certified and follows good manufacturing practices (GMP).

### 1.5 Product / Services Profile and Areas of Operation

#### Product Portfolio:

- Insecticides: Protect crops from pests and insects.
- Herbicides: Control unwanted weeds, enhancing crop growth.
- Fungicides: Prevent and manage fungal diseases.
- Plant Growth Regulators: Promote healthy growth and higher yields.

**Areas of Operation:** Best Agrolife operates across India with a growing presence in export markets, serving farmers, agricultural cooperatives, and distributors.

### 1.6 Infrastructure Facilities

**Manufacturing Facilities:** The company has state-of-the-art manufacturing plants equipped with modern technology for producing agrochemicals.

**Research and Development:** Best Agrolife has a dedicated R&D center focused on developing innovative products and improving existing formulations.



**Distribution Network:** The company has a robust distribution network across India, ensuring timely delivery of products to farmers and retailers.

### 1.7 Competitor Information

#### Key Competitors:

- **UPL Limited:** A global agrochemical giant with a comprehensive product portfolio.
- **Bayer CropScience:** Known for its advanced crop protection solutions and biotechnology.
- **Syngenta:** A leader in sustainable agriculture and crop protection.
- **Domestic Competitors:** Include companies like Insecticides India Ltd and Rallis India.

**Competitive Strategies:** Competitors are focusing on innovation, sustainability, and expanding their product portfolios to stay competitive.

#### Objectives of the Study:

1. Assess the effectiveness of Best Agrolife's product offerings in emerging markets.
2. Analyze the pricing strategies of Best Agrolife and compare them with competitors.
3. Evaluate the distribution channels and their efficiency in reaching target markets.
4. Investigate the promotional strategies and their impact on brand awareness and customer engagement.

## II. RESEARCH METHODOLOGY

### 2.1 Statement of the Problem:

The study aims to evaluate the effectiveness of the marketing mix (Product, Price, Place, Promotion) employed by Best Agrolife Limited in emerging markets and identify areas for improvement. The problem centers on understanding how Best Agrolife's strategies align with market needs and competitive practices in these regions.

### 2.2 Need for the Study:

Emerging markets present unique opportunities and challenges for agro-chemical companies. By analyzing Best Agrolife's marketing mix, the study addresses the need to optimize strategies for growth, address market-specific challenges, and enhance the company's competitive position.

### 2.3 Scope of the Study:

- ❖ **Geographic Scope:** Focus on specific emerging markets where Best Agrolife operates or intends to expand.
- ❖ **Product Scope:** Examine a range of agro-chemical products offered by Best Agrolife.
- ❖ **Competitor Analysis:** Include key competitors in the agro-chemical sector within the chosen emerging markets.

### 2.4 Research Methodology:

**Research Design:** Descriptive research

**Data Collection Methods:** To achieve the objectives of the study and gather relevant insights into the marketing mix strategies of Best Agrolife Limited, a combination of primary and secondary data collection methods was utilized.

#### 1. Primary Data Collection:

Primary data was gathered directly from the stakeholders involved in the agrochemical sector, ensuring the relevance and specificity of the information to the study. The following methods were employed:

##### Structured Surveys and Questionnaires

- **Target Respondents:** Farmers, retailers, and distributors using or selling agrochemical products.
- **Purpose:** To gather quantitative data on customer satisfaction, promotional effectiveness, pricing perceptions, and product preferences.
- **Format:** Close-ended questions (Likert scale and multiple-choice) and a few open-ended questions for qualitative insights.
- **Distribution Channels:** Personal visits and online dissemination through mobile applications like WhatsApp to ensure wide reach.

#### 2. Secondary Data Collection:

Secondary data was utilized to provide a broader context and support the findings from primary data. The following sources were accessed:

##### Company Records and Reports

- Annual reports and sales data from Best Agrolife Limited - To understand historical trends in product performance and marketing initiatives.

- Industry Publications and Journals - Articles and studies on agrochemical marketing in India to benchmark Best Agrolife’s strategies against industry standards.
- Online Resources - Websites, blogs, and case studies related to agrochemical marketing and customer retention strategies.

**Rationale for Data Collection Methods**

The combination of qualitative and quantitative methods ensured a comprehensive understanding of the marketing mix's impact on the agrochemical sector. Surveys provided measurable insights, while interviews and observations offered depth to the analysis, making the findings actionable for both academic and corporate use.

**2.5 Sample Size:**

The research involved a total of 100 respondents, comprising three key stakeholder groups in the agrochemical industry:

- Farmers: 63 respondents
- Retailers: 25 respondents
- Distributors: 12 respondents

The study employed a **stratified random sampling** technique to ensure representation across different groups. This approach allowed for an in-depth analysis of each category’s perceptions and experiences.

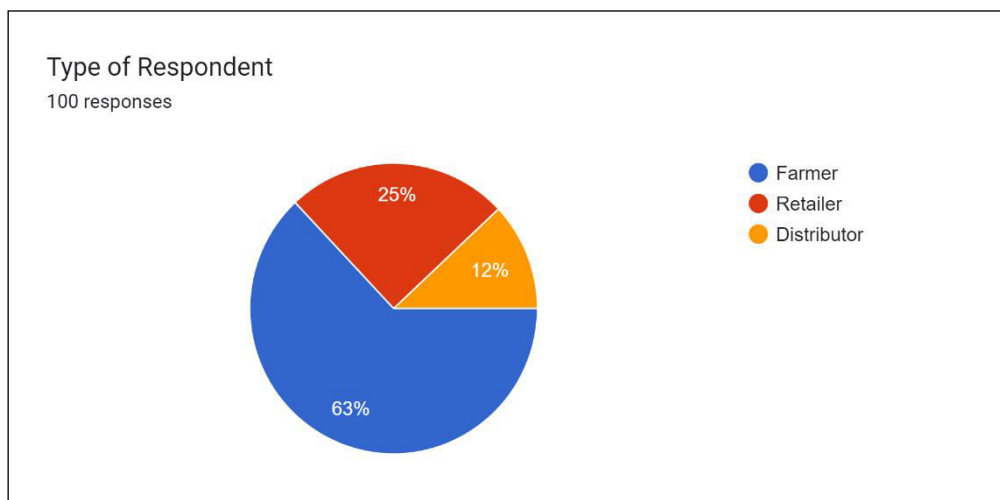
**III. DATA ANALYSIS**

**TYPE OF THE RESPONDENTS**

Sr. No	Type of Respondent	No of Respondents	Percentage%
1	Farmer	63	63%
2	Retailer	25	25%
3	Distributor	12	12%
	TOTAL	100	100%

**ANALYSIS OF TABLE:**

The table categorizes respondents based on their roles in the agrochemical supply chain. Farmers make up the largest group, with 63 respondents (63%), followed by retailers at 25 respondents (25%). Distributors account for the remaining 12 respondents (12%).



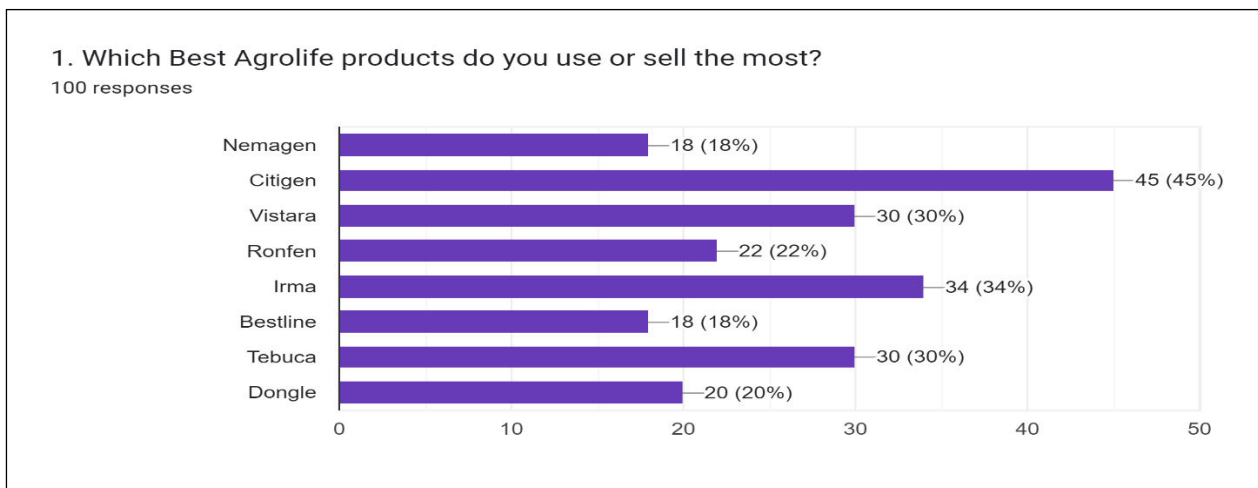
**INTERPRETATION:**

The data shows that farmers make up the majority of respondents (63%), reflecting their importance as the primary users of agrochemical products. Retailers account for 25%, providing valuable insights into market demand and sales dynamics. Distributors represent 12%, highlighting their critical role in ensuring product availability and efficient logistics. This diverse respondent mix ensures a well-rounded perspective on the agrochemical supply chain.

**SECTION 1: PRODUCT**

**1. Which Best Agrolife products do you use or sell the most?**

Sr. No	Products	No of Respondents	Percentage%
1	Nemagen	18	8.30%
2	Citigen	45	20.74%
3	Vistara	30	13.82%
4	Ronfen	22	10.14%
5	Irma	34	15.67%
6	Bestline	18	8.29%
7	Tebuca	30	13.82%
8	Dongle	20	9.21%
	<b>TOTAL</b>	<b>217</b>	<b>100%</b>



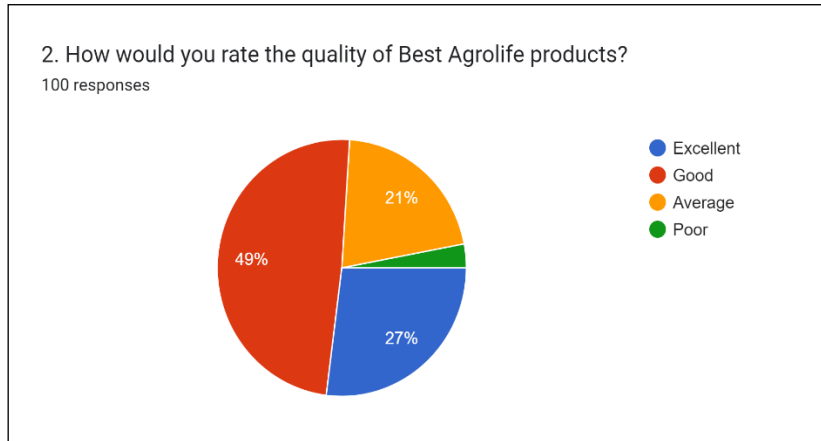
**INTERPRETATION:**

The data highlights Citigen as the most popular product, reflecting its likely market dominance and strong acceptance among respondents. Products such as Vistara, Irma, and Tebuca also enjoy significant popularity, indicating their competitiveness in the market. Lower preference for Nemagen and Bestline suggests a need for improved positioning or targeted promotion. The data provides valuable insights into product demand and potential areas for strategic focus.

**2. How would you rate the quality of Best Agrolife products?**

Sr. No	Rating	No of Respondents	Percentage%
1	Excellent	27	27%
2	Good	49	49%
3	Average	21	21%

4	Poor	3	3%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>

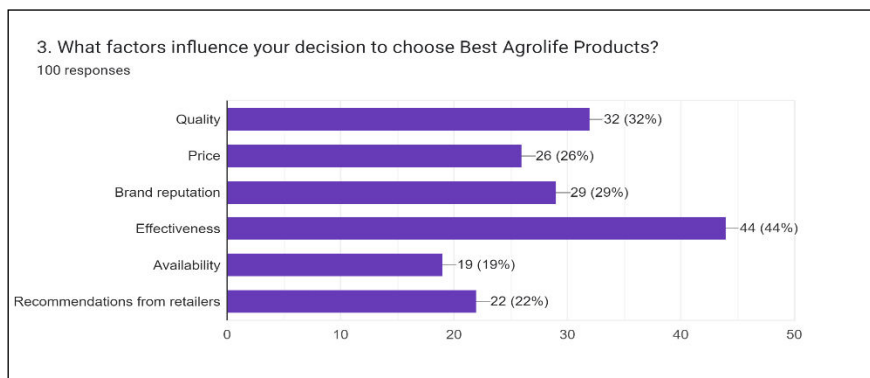


**INTERPRETATION:**

The data shows that a majority of respondents (76%) rate the product as either **Good** or **Excellent**, reflecting overall positive customer satisfaction. A smaller portion (21%) rated it as **Average**, suggesting room for improvement in certain areas. The minimal **Poor** rating (3%) indicates that dissatisfaction is limited, which is encouraging for maintaining a strong position.

**3. What factors influence your decision to choose Best Agrolife products?**

Sr. No	Factors	No of Respondents	Percentage%
1	Quality	32	18.60%
2	Price	26	15.11%
3	Brand Reputation	29	16.86%
4	Effectiveness	44	25.58%
5	Availability	19	11.05%
6	Recommendations from retailers	22	12.79%
	<b>TOTAL</b>	<b>172</b>	<b>100%</b>



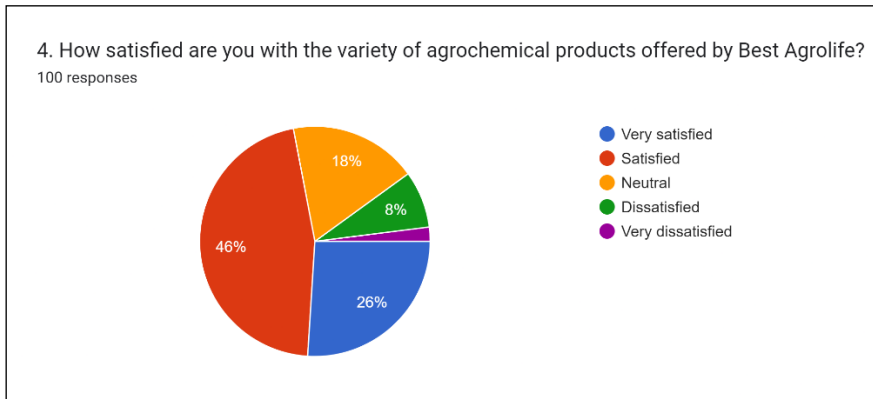
**INTERPRETATION:**

The data highlights **Effectiveness** as the primary driver for purchasing decisions, reflecting the importance of product performance in customer satisfaction. Factors like **Quality** and **Brand Reputation** are also crucial, underscoring the need for strong product standards and a reputable image. While **Price** is significant, it is not the dominant factor,

suggesting that customers may prioritize value over cost. Lesser emphasis on **Availability** and **Recommendations from Retailers** indicates these as secondary considerations, they still play a vital role in influencing purchases.

**4. How satisfied are you with the variety of agrochemical products offered by Best Agrolife?**

Sr. No	Rating	No of Respondents	Percentage%
1	Very satisfied	26	26%
2	Satisfied	46	46%
3	Neutral	18	18%
4	Dissatisfied	8	8%
5	Very dissatisfied	2	2%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>



**INTERPRETATION:**

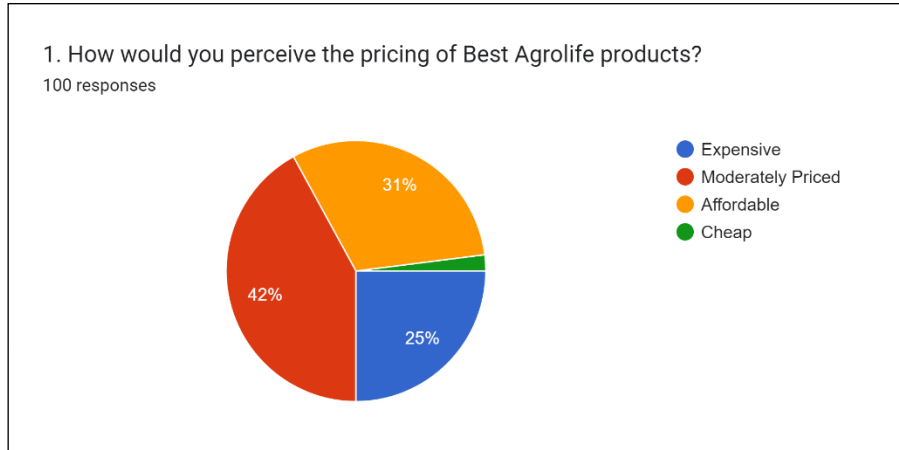
The data reveals that 72% of respondents express positive satisfaction (**Very Satisfied** or **Satisfied**), indicating strong approval of the product or service. The 18% **Neutral** responses suggest a segment of users may have mixed feelings, highlighting an area for potential engagement. The low percentages of **Dissatisfied** (8%) and **Very Dissatisfied** (2%) indicate minimal dissatisfaction, reflecting overall good performance but leaving room for targeted improvements to enhance satisfaction further.

**SECTION 2: PRICE**

**1. How would you perceive the pricing of Best Agrolife products?**

Sr. No	Rating	No of Respondents	Percentage%
1	Expensive	25	25%
2	Moderately Priced	42	42%
3	Affordable	31	31%
4	Cheap	2	2%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>



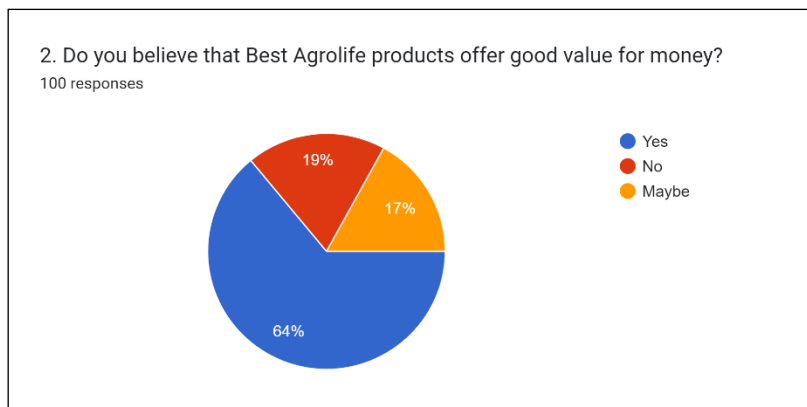


**INTERPRETATION:**

The majority of respondents (73%) view Best Agrolife's products as either **Moderately Priced** or **Affordable**, indicating a general perception of value for money. However, 25% perceive the products as **Expensive**, suggesting potential pricing sensitivity among certain customers. The negligible 2% rating of **Cheap** indicates the company's products are not perceived as low-cost, aligning with a quality-focused brand image.

**2. Do you believe that Best Agrolife products offer good value for money?**

Sr. No	Rating	No of Respondents	Percentage%
1	Yes	64	64%
2	No	19	19%
3	Maybe	17	17%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>



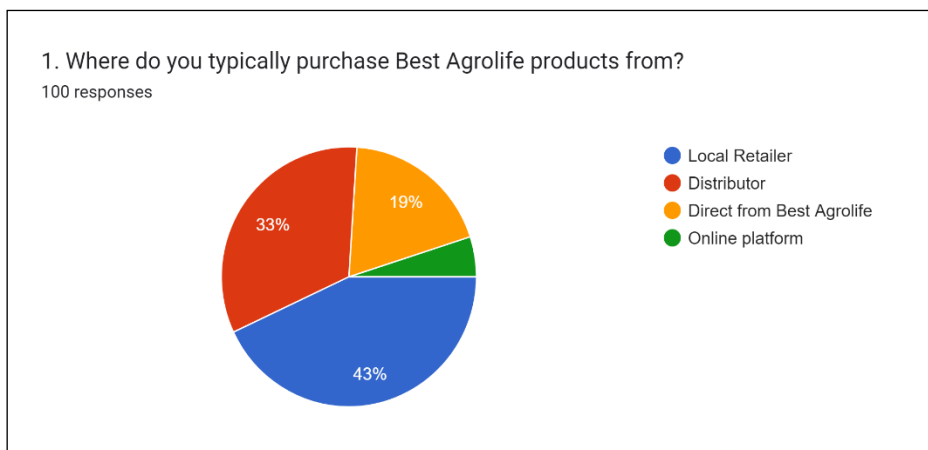
**INTERPRETATION:**

The data shows that a significant majority (64%) believe that products deliver good value for money, indicating strong customer satisfaction regarding price-to-quality balance. However, the 19% who disagreed highlight a segment that may perceive pricing or product benefits as insufficient. The 17% of **Maybe** responses suggest that some customers are undecided, presenting an opportunity for the company to reinforce the perceived value through improved communication.

SECTION 3: PLACE

1. Where do you typically purchase Best Agrolife products from?

Sr. No	Rating	No of Respondents	Percentage%
1	Local Retailer	43	43%
2	Distributor	33	33%
3	Direct from Best Agrolife	19	19%
4	Online Platform	5	5%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>

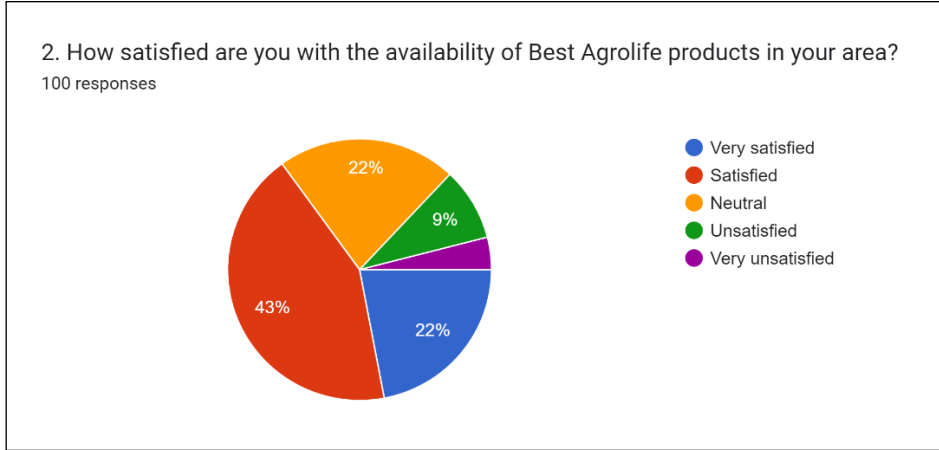


INTERPRETATION:

The data indicates that local retailers and distributors are the primary channels for purchasing Best Agrolife products, together accounting for 76% of responses. This underscores the importance of maintaining strong relationships with intermediaries. The 19% who buy directly from the company reflect a growing preference for direct sourcing, likely due to perceived reliability or better pricing. The low percentage of online purchases 5% suggests untapped potential for expanding the company’s e-commerce presence in the agrochemical market.

2. How satisfied are you with the availability of Best Agrolife products in your area?

Sr. No	Rating	No of Respondents	Percentage%
1	Very satisfied	22	22%
2	Satisfied	43	43%
3	Neutral	22	22%
4	Dissatisfied	9	9%
5	Very dissatisfied	4	4%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>

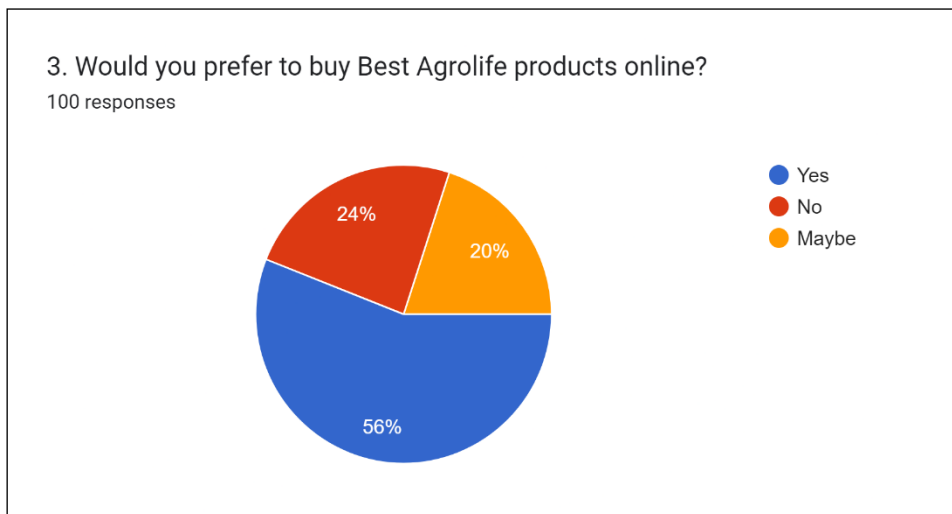


**INTERPRETATION:**

The majority of respondents (65%) are either **Satisfied** or **Very Satisfied** with the availability of Best Agrolife products, indicating that the distribution network is effective in most areas. However, the 22% **Neutral** responses suggest that some customers have mixed feelings, possibly due to inconsistent availability. The 13% **Dissatisfied** and **Very Dissatisfied** responses highlight a need to improve distribution in specific regions to ensure wider product accessibility and better customer satisfaction.

**3. Would you prefer to buy Best Agrolife products online?**

Sr. No	Rating	No of Respondents	Percentage%
1	Yes	56	56%
2	No	24	24%
3	Maybe	20	20%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>



**INTERPRETATION:**

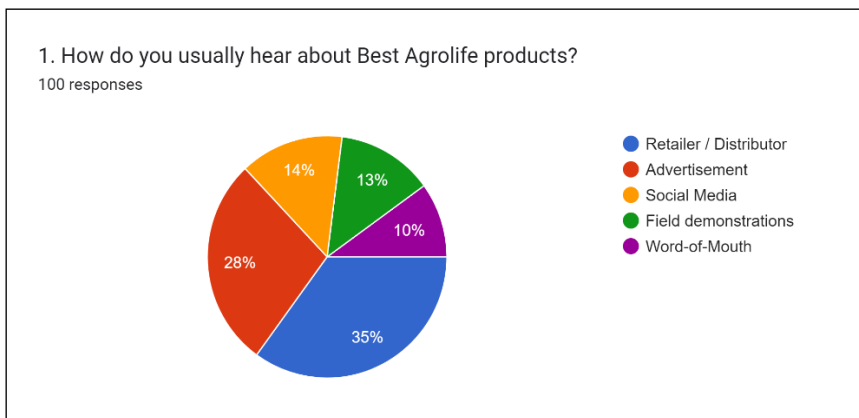
The majority of respondents (56%) are open to purchasing Best Agrolife products online, indicating a significant opportunity for the company to expand its digital sales channels. The 20% **Maybe** responses suggest a potential

interest, but uncertainty about the online buying process or delivery might exist. With only 24% of respondents indicating No, the data points to a favorable market for increasing e-commerce presence, providing more convenience to customers while addressing potential concerns around online purchases.

SECTION 4: PROMOTION

1. How do you usually hear about Best Agrolife products?

Sr. No	Rating	No of Respondents	Percentage%
1	Retailer / Distributor	35	35%
2	Advertisement	28	28%
3	Social Media	14	14%
4	Field demonstrations	13	13%
5	Word-of-Mouth	10	10%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>



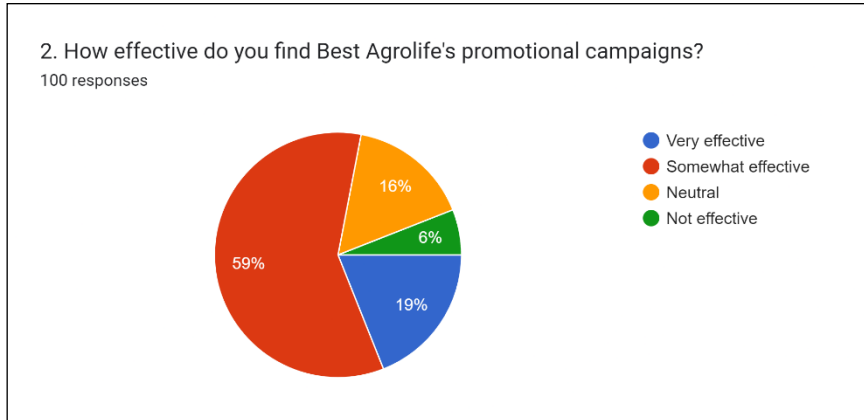
INTERPRETATION:

The data indicates that **Retailers/Distributors** are the primary channels through which respondents hear about Best Agrolife products, reflecting the importance of these intermediaries. **Advertisements** are also a significant source of information, with nearly a third of respondents being reached through this medium. **Social Media**, **Field Demonstrations** and **Word of Mouth** play smaller roles suggesting that a multi-channel strategy would be effective.

2. How effective do you find Best Agrolife's promotional campaigns?

Sr. No	Rating	No of Respondents	Percentage%
1	Very effective	19	19%
2	Somewhat effective	59	59%
3	Neutral	16	16%
4	Not effective	6	6%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>



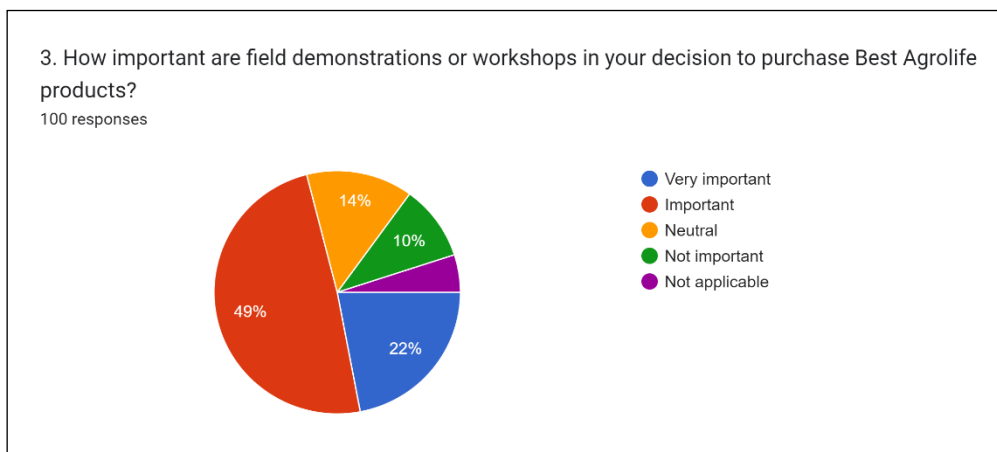


**INTERPRETATION:**

The majority of respondents (78%) perceive Best Agrolife's promotional campaigns as effective, indicating that the company's marketing efforts resonate well with its target audience. However, the 16% **Neutral** responses suggest there may be room to improve or diversify promotional strategies to enhance engagement further. The small percentage (6%) who found the campaigns **Not effective** highlights an area for potential improvement, possibly through better targeting or more impactful messaging.

**3. How important are field demonstrations or workshops in your decision to purchase Best Agrolife products?**

Sr. No	Rating	No of Respondents	Percentage%
1	Very important	22	22%
2	Important	49	49%
3	Neutral	14	14%
4	Not important	10	10%
5	Not applicable	5	5
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>

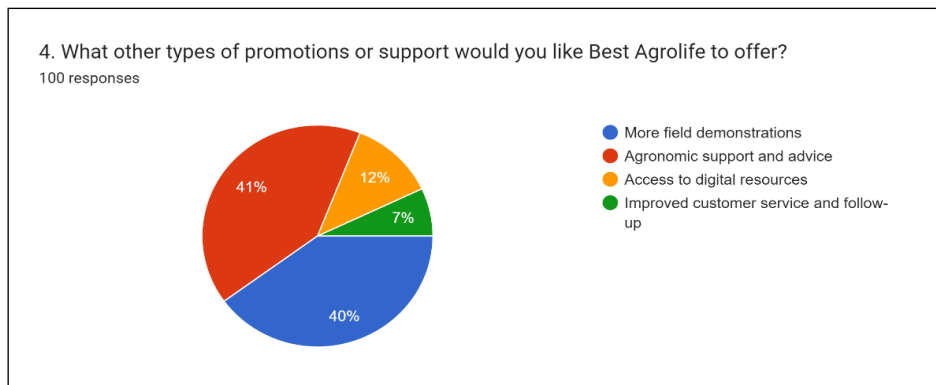


**INTERPRETATION:**

The data reveals that field demonstrations or workshops play a significant role in the decision-making process for 71% of respondents, either **Very important** or **Important**. This indicates that hands-on experiences or educational sessions positively influence purchasing decisions. However, the 14% **Neutral** responses suggest that while some customers may not prioritize these activities. The 10% who find them **Not important** and 5% for whom it is **Not applicable** show a smaller portion of the market where such demonstrations may not have a strong impact.

**4. What other types of promotions or support would you like Best Agrolife to offer?**

Sr. No	Rating	No of Respondents	Percentage%
1	More field demonstrations	40	40%
2	Agronomic support and advice	41	41%
3	Access to digital resources	12	12%
4	Improved customer service and follow-up	7	7%
	<b>TOTAL</b>	<b>100</b>	<b>100%</b>



**INTERPRETATION:**

The data suggests that respondents highly value **Agronomic support and advice** (41%) and **More field demonstrations** (40%), emphasizing the importance of personalized and practical support. These findings indicate that hands-on guidance and direct engagement can significantly enhance customer satisfaction and product adoption. While **Access to digital resources** (12%) and **Improved customer service and follow-up** (7%) are less demanded, they represent areas where additional investment could differentiate the brand and cater to a growing preference for technology-driven and service-oriented solutions.

**IV. FINDINGS**

**1. Respondent Profile**

The majority of respondents are farmers, emphasizing their role as primary consumers. Retailers and distributors also provided valuable perspectives on sales and distribution.

**2. Product Analysis:**

- Citigen emerged as the most popular product, followed by Irma, Vistara, and Tebuca. Nemagen and Bestline showed lower usage, indicating potential areas for improvement.
- Product quality was widely praised, with respondents highlighting effectiveness, quality, and brand reputation as key purchase drivers.
- Most respondents expressed satisfaction with the variety of products offered, indicating alignment with customer needs.

**3. Pricing Perception:** Pricing was generally viewed as fair, offering good value for money. However, a segment of the market remains sensitive to price, perceiving products as expensive.

**4. Place (Distribution and Accessibility)**

- Local retailers and distributors were the primary purchasing channels. Interest in online purchasing suggests growth potential in digital sales.
- Product availability was satisfactory for most respondents, though some identified areas for improvement.

**5. Promotion Effectiveness:**

- Awareness was primarily driven by retailers, distributors, and advertisements, with social media and field demonstrations also contributing.
- Promotional campaigns were considered effective, with respondents valuing hands-on engagement through field demonstrations and workshops. There is a strong demand for agronomic support and practical promotional strategies.

## V. RECOMMENDATIONS

**1. Enhance Product Appeal:** Conduct research to identify specific shortcomings in products like Nemagen and Bestline. Revamp these products by improving formulation, packaging, or branding to better align with customer expectations.

**2. Address Price Sensitivity:** Introduce cost-effective product variants or smaller packaging sizes to cater to price-sensitive customers. Offer discounts, seasonal promotions, or loyalty programs to improve affordability and retain customers.

**3. Strengthen Distribution Network:** Improve inventory management and logistics to ensure consistent product availability across all regions. Expand the network of retailers and distributors in underserved areas to enhance market coverage.

**4. Invest in Online Sales:** Develop a user-friendly online platform and mobile app to facilitate direct purchases. Promote online sales through targeted campaigns, offering exclusive deals and discounts for online buyers.

**5. Optimize Promotional Strategies:** Segment the customer base and tailor promotional messages to address their unique needs. Increase the frequency and reach of field demonstrations to enhance product understanding and trust.

**6. Expand Agronomic Support:** Organize regular workshops and field trials to provide practical guidance on product usage. Build a team of agronomic experts to offer personalized assistance and strengthen customer relationships.

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### Online Resources

- Pesticide Action Network (PAN): [www.panna.org](<http://www.panna.org>)
- Indian Council of Agricultural Research (ICAR): [www.icar.org.in](<http://www.icar.org.in>)
- Agri-Pulse: Insights on Agrochemical Markets. Retrieved from [www.agripulse.com](<http://www.agripulse.com>).



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